

## **IN THE DRAWINGS**

Please add new Figure 2. The subject matter shown in Figure 2 can be found in the specification on Page 3, lines 5-21 and on Page 6, lines 7-18.

## **REMARKS**

The Office Action dated July 29, 2005 has been fully considered by the Applicant. Applicant hereby respectfully requests the Examiner to reconsider the rejection.

New Figure 2 has been added. The subject matter shown in Figure 2 can be found in the specification on Page 3, lines 5-21, and on Page 6, lines 7-18. No new matter has been added.

The specification has been amended to provide reference numbers to the elements shown in new Figure 2 and to also include the subject matter found on Page 3, lines 7-21 under the heading, "Summary of the Invention" to the section entitled "Description of the Preferred Embodiment".

Claim 1 is currently amended. Claims 2-10, 12 have been previously presented. Claim 11 has been canceled. Claim 13 is new.

Claims 1, 3, 6 and 10 have been rejected under 35 USC 102(e) as being anticipated by United States Patent No. 5,926,230 to Nijima et al. Reconsideration of the rejection is respectfully requested.

Claim 1 has been currently amended to include a television system having as a part thereof an electronic program guide being generated by data received from a broadcast data receiver, the program guide includes a series of selectable screen displays wherein format of at least one of the electronic program guide screen display can be generated in one of a number of selectable formats, at least one selectable format having a plurality of operational keys having different shapes and/or colors. The television system further includes control means for allowing interaction with said television system and having a plurality of operational keys being provided in specific shapes and/or colors which correspond to specific shaped and/or colored keys or buttons in at least one selectable electronic program guide format, each shape and/or color being allocated to a pre-defined operation

on the displayed format, such that one or more of the pre-defined operations are initiated via the electronic program guide by selecting the appropriate one or more specific shaped and/or colored key on the control means. These features disclosed in Applicant's currently amended claim 1 are novel over the '230 patent to Niijima et al and, therefore, Applicant respectfully requests reconsideration of the rejection.

The '230 patent to Niijima et al discloses an electronic program guide system wherein a matrix including a plurality of screens shows programs for display. The arrangement of the matrix and number of screens in the '230 Niijima et al matrix can be selected by the user. However, the '230 Niijima et al patent does not teach Applicant's television system, as currently amended, which has as a part thereof an electronic program guide selectable format in which different shaped and/or colored buttons in the electronic program guide display correspond to specifically shaped and/or colored keys on a control means. Therefore, Applicant sincerely believes that currently amended claim 1 is novel over the '230 Niijima et al patent.

Claims 1, 2, 3, 6, 9 and 10 have been rejected under 35 USC 102(e) as being anticipated by United States Patent No. 6,481,011B1 to Lemmons. Claim 1 has been currently amended and claims 2, 3, 6, 9 and 10 depend upon currently amended claim 1. Applicant believes that the claims as currently amended are novel over the '011 Lemmons patent and, therefore, respectfully requests reconsideration of the rejection.

The '011 patent to Lemmons discloses an interactive television program guide display in which a user can select different formats based on user designated color and pattern coding. Thus, the user can select the boxes of the electronic program guide relating to different attributes to be shown in different colors or patterns. However, there is no teaching or disclosure in the '011

Lemmons patent of different shaped and different colored operational keys being displayed in the electronic program guide which correspond to specific shaped and/or colored buttons on a control means. Therefore, Applicant sincerely believes that currently amended claim 1 is novel over the '011 patent to Lemmons and respectfully requests reconsideration of the rejection.

Claim 4 has been rejected under 35 USC 103(a) as being unpatentable over United States Patent No. 6,481,011B1 to Lemmons in view of United States Patent No. 6,408,437B1 to Hendricks et al. Claim 4 depends upon currently amended independent claim 1. Applicant believes that currently amended claim 1, along with dependent claims 2-10, 12-14, is novel over the cited references and therefore respectfully requests reconsideration of the rejection.

Claim 5 has been rejected under 35 USC 103(a) as being unpatentable over United States Patent No. 6,481,011B1 to Lemmons in view of United States Patent No. 6,408,437 to Hendricks et al.

Claim 5 depends upon currently amended independent claim 1. Applicant believes that currently amended claim 1, along with dependent claims 2-10, 12-14, is novel over the cited references and therefore respectfully requests reconsideration of the rejection.

Claims 7 and 8 have been rejected under 35 USC 103(a) as being unpatentable over United States Patent No. 6,481,011B1 to Lemmons in view of United States Patent No. 6,493,688B1 to Das et al.

Claims 7 and 8 depend upon currently amended independent claim 1. Applicant believes that currently amended claim 1, along with dependent claims 2-10, 12-14, is novel over the cited references and therefore respectfully requests reconsideration of the rejection.

Claims 11 and 12 have been rejected under 35 USC 103(a) as being unpatentable over United States Patent No. 6,020,930 to Legrand and in further view of United States Patent No. 6,757,001B2 to Allport.

Claim 11 has been canceled. Claim 12 depends upon currently amended independent claim 1. Applicant believes that currently amended claim 1, along with dependent claims 2-10, 12-14, is novel over the cited references and therefore respectfully requests reconsideration of the rejection.

The '001 patent to Allport discloses a method of using physical buttons in association with a display to execute function available through associated hardware and software without necessarily using the display screen to indicate the available functions until prompted to do so by a user. The '001 Allport patent does not teach or disclose the provision of different shaped and different colored operational keys on an electronic program guide which correspond to complementary shaped and colored operation keys on a control means, such as a remote control, such that selection of one of the keys on the remote control device allows selection of the correspondingly shaped and colored operational key on the electronic program guide display, as in Applicant's invention.

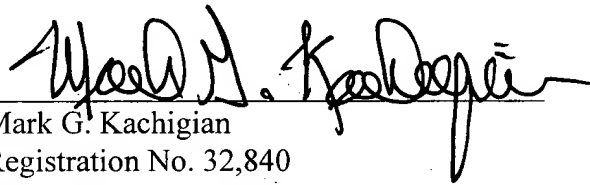
United States Patent No. 6,020,930 to Legrand discloses a method and apparatus for generating and displaying a broadcast system program guide. It discloses the ability of allowing a user to select between different display formats and also shows a remote control unit having different shaped buttons (Fig. 3). However, there is no disclosure or teaching to the provision of different shaped and colored operational keys on an electronic program guide which correspond to complementary shaped and colored operational keys on the remote control unit, as in Applicant's invention.

None of the cited references alone or in combination result in the present invention nor provide teaching to make it obvious to a skilled person to arrive at the present invention. Furthermore, none of the prior art documents teach to the problem solved by the present invention of providing a selectable option for an electronic program guide which increases the ease of a color blind or poor sighted person to view the electronic program guide.

It is believed that the application is now in condition for allowance and such action is earnestly solicited. If any further issues remain, a telephone conference with the Examiner is requested. If any additional fees are required, please charge Deposit Account No. 08-1500.

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Respectfully submitted,



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